

***Braunvieh Association of America***  
***Key Results Areas***  
***Issues, Critical Objectives and Action Steps***

***KRA – Herd Book Integrity***

Issue: Genetic Defects

- a. Critical Objective: Minimize genetic defects in Braunvieh breed
- b. Action steps:
  - Research other breeds
  - Develop BAA genetic defect policy
- c. Target date: September 1, 2009
- d. Responsibility: Animal Health Committee

Issue: Parent Pedigree Accuracy

- a. Critical Objective: DNA parental verification/ profiling policy
- b. Action steps:
  - Research other breeds
  - Develop BAA pedigree accuracy policy
- c. Target date: September 1, 2009
- d. Responsibility: Breeder's Guidelines Committee

Issue: Braunvieh hybrid consistency

- a. Critical Objective: Define Beef Builder
- b. Action steps:
  - Research other breeds
  - Solicit membership input
  - Define requirements for Beef Builder
- c. Target date: September 1, 2009
- d. Responsibility: Breeder's Guidelines Committee

## ***KRA – Competitive Information and Selection Tools***

Issue: Calving difficulty in Braunvieh cattle

- a. Critical Objective: Decrease calving difficulty in Braunvieh cattle
- b. Action steps:
  - Develop gestation length EPD
  - Require service date on every AI sired calf
  - Incorporate changes in GPS
  - Encourage focus on direct and maternal calving ease EPD
- c. Target Date: March 1, 2010
- d. Responsibility: Performance Committee

Issue: Fertility in Braunvieh yearling heifers

- a. Critical Objective: Increase fertility in Braunvieh yearling heifers
- b. Action steps:
  - Develop heifer pregnancy EPD
  - Research methods used by RAAA
  - Incorporate changes in GPS
  - Encourage culling for infertility
- c. Target Date: March 1, 2010
- d. Responsibility: Performance Committee

Issue: Fertility in Braunvieh cows

- a. Critical Objective: Increased fertility in Braunvieh cows
- b. Action steps:
  - Develop Stayability EPD
  - Research methods used by RAAA
  - Incorporate changes in GPS
  - Encourage culling for infertility
- c. Target date: March 1, 2010
- d. Responsibility: Performance Committee

Issue: Maintenance requirements in Braunvieh cattle

- a. Critical Objective: Decrease maintenance requirements in Braunvieh
- b. Action steps:
  - Develop Maintenance Energy EPD
  - Research methods used by RAAA
  - Incorporate changes in GPS
  - Encourage selection for easy keeping cattle

- c. Target date: March 1, 2010
- d. Responsibility: Performance Committee

Issue: Feed Efficiency in Braunvieh Cattle

- a. Critical Objective: Select for negative residual feed intake in Braunvieh
- b. Action steps:
  - Continue GrowSafe Testing at National Braunvieh Bull Test
  - Explore potential for RFI EPD
  - Explore potential for DNA marker selection for RFI
  - Encourage selection for feed efficient cattle (multiple trait)
- c. Target date: March 1, 2010
- d. Responsibility: Performance Committee

Issue: Industry communications

- a. Critical Objective: Increase commercial industry awareness of Braunvieh
- b. Action steps:
  - Explore potential for BAA educational webinar
  - Research methods used by RAAA
  - Acquire sponsorship for six months (October – March)
- c. Target date: September 1, 2009
- d. Responsibility: Promotions Committee

### ***KRA – Attract and Service Customers***

Issue: Insufficient Membership

- a. Critical Objective: Increase active membership
- b. Action steps:
  - Timely response and follow up to all inquiries by BAA staff
  - Membership, Promotion and State association Committees coordinating efforts
  - New purchasers of Braunvieh cattle provided membership by cattle seller
- c. Target date: Routine practice
- d. Responsibility: BAA staff; Membership, Promotion and State Association Committees; current BAA membership

Issues: Insufficient demand for Braunvieh genetics

- a. Critical Objective: Increase demand for Braunvieh genetics
- b. Action steps: (*target dates and responsibility*):
  - Identify potential commercial volume buyers of Braunvieh genetics (*September 1, 2009 by BAA staff*)
  - Install mechanism to contact potential sellers of Braunvieh influence feeder cattle (*September 1, 2009 by BAA staff*)
  - Assemble ever increasing list of e-mail contacts as part of transfer process (*routine practice by BAA staff*)
  - Develop commercial e-newsletter (*July 1, 2009 by BAA staff and Marilyn Brink*)
  - Develop visual/data extremes on high versus low value bulls through the National Braunvieh Bull Test Program (*July 1, 2009 by Robert and Roseanne Segarra*)
  - Increase awareness of need for ruthless culling (*routine practice by BAA staff*)
  - Explore potentials for BAA educational webinar (*Promotions Committee*)
  - Explore potentials for expanded export trade (*Export Committee*)
  - Explore potential for Braunvieh Process Verified Program (PVP) including three USDA approved claims including breed, source and age verification

### ***KRA – Foster Membership Interaction***

Issue: Members lack unity

- a. Critical Objective: Increase membership unity
- b. Action steps: *target dates and responsibility*)
  - 25<sup>th</sup> year celebration (*May 1 through January 2010, 25<sup>th</sup> year committee*)
  - Develop membership e-newsletter (*July 1, 2009 by BAA staff and Marilyn Brink*)
  - Redesign Braunvieh website with bi-weekly updates (*June 1, 2009 by Robert and Roseanne Segarra*)
  - Explore potentials for BAA educational webinar (*Promotions Committee*)
  - Develop regularly scheduled field days (*July 1, 2009 by State Association Committee*)
  - Committee reports to membership as part of annual meeting activities (*January 1, 2010 by Committee Chairs and BAA staff*)

- Develop “BAA Young Guns” Program with educational format  
(*September 1, 2009 by BAA staff*)

***KRA – National Operations***

Issue: BAA Committees not accurately described

- a. Critical Objective: Describe BAA Committees
- b. Action steps:
  - Develop Committee descriptions (*September 1, 2009 by BAA staff*)

Issue: Lack of BAA staff accountability process

- a. Critical Objective: Create BAA staff accountability process
- b. Action steps:
  - Develop BAA Employee Handbook including evaluation process  
(*October 1, 2009 by Executive Committee and BAA staff*)

Issue: Absence of Long Range Plan for the BAA

- a. Critical Objective: Develop Long Range Plan
- b. Action steps:
  - Develop budget and staffing plan for different growth scenarios  
(*June 1, 2010 by Executive Committee, Long Range Planning Committee and BAA staff*)

Issue: Lack of clearly defined responsibilities for BAA officers

- a. Critical Objective: Define responsibilities for BAA officers
- b. Action steps:
  - Develop a list of clearly defined responsibilities for BAA officers  
(*September 1, 2009 by Executive Committee and BAA staff*)

Issue: Lack of charitable donation opportunities for BAA members

- a. Critical Objective: Explore potential for BAA Foundation
- b. Action steps:
  - Research 501C3 structure in other breed associations
  - Develop 501C3 for the Braunvieh breed (*December 1, 2009 by Executive Committee and BAA staff*)

Issue: Office structure efficiency

- a. Critical Objective: Reduce office expense
- b. Action steps:
  - Explore potential for BAA virtual office capabilities (*September 1, 2009 by Executive Committee and BAA staff*)